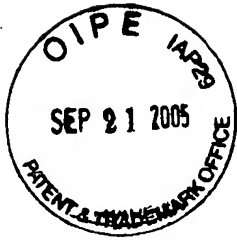


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Customer No. 07278

Attorney Docket No. 06727/100H935-US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Oren ROSENFELD

Serial No.: 10/776,367

Group Art Unit: 2876

Filed: February 10, 2004

Examiner: Kumiko C. Koyama

For: ELECTRONIC SHELF LABEL SYSTEMS AND METHODS

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Hon. Commissioner of Patents and Trademarks

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

The following amendment is in response to the outstanding Office Action mailed March 24, 2005.

**Amendments** to the specification begin on page 2.

**Amendments** to claims begin on page 3.

**Remarks** accompanying the amendments begin on page 4.